EVALUATION OF PACKS ON SPECIFIC DIMENSIONS

	MENTHOL PACKINGS							
	Full Flavor		Lights		Ultra Lights		120's	
	New	Current	New	Current	New	Current	New	Current
N =	98		199		50		52	
	%	%	%	%	%	%	%	%
Has the color of the stripes on the pack I like best	72 s	28	-	-	54	46	60 s	40
Has the "VS" logo I like best	77 s	23	78 s	22	77 s	23	79 s	21
Has the placement of the name on the pack I like best	77 s	23	73 s	27	-	-	-	-

s = Significantly higher at the 95% confidence level.

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Source: https://www.industrydocuments.ucsf.edu/docs/pqkn0004